

Retailers Discover Reduced Front-End Costs

As the cost of plastic and paper grocery sacks increase, many retailers across the region are finding the right solution to reducing front-end costs.

Better Bag Marketing, LLC, based in Mt. Laurel, N.J. has made a successful impact and cost savings on this business practice with the introduction of its revolutionary paper sack — the PIPsack™. PIPsacks™ are lightweight paper sacks / bag liners specifically designed to address the key issues associated with front-end packaging: low item count, double-bagging, and customer satisfaction.

"The PIPsack™ is less expensive for the retailer, easy to carry and doesn't infringe on the handles of a plastic bag," says Sal Sotis General Manager of Bunzl —

Norristown, a national paper distributor in the region. PIPsacks™ measure the same at their perimeter like the most commonly used 1/6-barrel sack, but are shorter and lighter in basis weight so they require less paper to manufacture resulting in lower cost. And the savings comes without adversely affecting customer satisfaction, cubic capacity, or item count. All of these factors help in reducing cost and can help reduce and even eliminate those dreaded complaints.

PIPacks™ offer substantial savings over 1/8-barrel sacks because they have a 23 percent greater capacity says," Rocco D'Antonio, President of Better Bag Marketing, LLC. The 1/8-barrel sack also reduces the

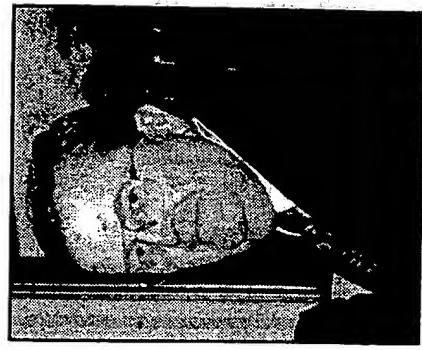
capacity of plastic when used to address double-bagging. Because the 1/8 is smaller, it reduces the usable capacity of plastic by 23 percent, which can reduce item count and drive up plastic costs. "Using a 1/8-barrel sack in plastic is the equivalent of throwing away 230 plastic sacks from each case," says D'Antonio. As the cost of paper continues to rise, the savings in reducing the amount of bags used can help the front-end bottom line.

"The PIPsacks™ are not as tall as the regular grocery bags," says Joe Sheridan, manager of the Port Richmond Thriftway in Philadelphia. "So when a customer requests their groceries be double-bagged, the PIPsack™ fits better in a plastic bag and helps reduce

product falling out of the bags." "The result of using these bags provide customer satisfaction making it easier for the customer to carry and provides more convenience at the check out," said Sheridan. Paper distributors find the PIPsack™ a value added product for both their supermarket customers and the consumer. "The biggest benefit to the retailer is that it helps reduce cost at the front-end," says Bob Tees, Sales and Marketing Manager for Penn Jersey Paper Company.

"Better Bag Marketing has helped re-invent the product by reaching out to retailers and taking the time to educate them on how this product can better fulfill their needs and save money at the same time." Better Bag Marketing has successfully delivered

Fleming Executive John Traub Retires



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